

ABSTRACT OF THE DISCLOSURE

A method and system are provided to extract information based on activities of a plurality of mobile users, which involve tracking movement of a plurality of mobile users across one or more wireless networks; identifying a group of mobile users engaged in one or more common location-based activities from the plurality of mobile users based on the tracked movement; and determining one or more group properties associated with the group of mobile users. The method and system may further involve deriving a group condition based on the one or more determined group properties, and providing customized services to at least one mobile user of the group based on the derived group condition.